

Makeup the Most of Your Makeup

I very recently travelled to Southeast Asia for four weeks and within 5 days of being “on the road” and in the humidity, I ditched my makeup bag, brushes and all hopes of looking entirely polished for the trip. I also abandoned the idea that my curly hair would stay in non-frizzy curls and not expand by the minute once outside in the heat.

I’m sure that many of you would be surprised to see just how little makeup I brought along with me and most importantly, how compact my makeup bag was. Believe it or not, it’s very possible, as well as easy, to pack light and still carry the essentials, though I’m sure that the essentials each woman might bring are very different.

So the question is, “Is less really more?” Is being minimalistic a better way to go or is it better to use ample amounts of makeup in very subtle ways? And how can you pack light for any trip while bringing everything you “need”?

Packing a makeup bag for a trip should be quick and painless. I find it easy and compact to keep my few essential brushes in a roll up case which then lies flat and easily slides into the side of a larger toiletries bag. I’m not fond of having them loosely rattling among the rest of my makeup, getting misshapen and squished.

I also leave my foundation at home and opt for a tinted moisturizer that I can apply with my fingers. I pack a compact blush/bronzer combo, a small case of four neutral shadows that complement each other, as well as two eye liners, an eyelash curler, mascara and gloss. Your eye shadow or eye liners can quickly double as filler for your brows. These are the bare basics and anything you add (room-permitting) is optional.

Holidays are a perfect time to ditch your normal routine, wear next to no makeup, and love every minute of it. But what about the rest of the time?

I’m sure that we all know someone who is naturally beautiful. They have gorgeous skin, beautifully shaped eyes and full luscious lips. Or maybe just one of those features. Either way, they wear so much makeup that you are almost distracted by the color on their face and can barely see the true beauty shining through.

This is a prime example of when to pull back the product reins and focus on emphasizing one feature in a special way. The hard part is trying to convince that gorgeous person that they could roll out of bed, throw on a burlap sack and still grace the cover of a fashion magazine.

Keep it simple by either focusing on your favorite featuring and playing it up or choose your trouble spot and create a secret weapon to conceal and minimize the attention to that area. This is the most effective way to put your best face forward and keep your routine simple.

If your eyes are fantastic in color or shape, play them up with eye shadow and liner and keep your lips moist and soft with a neutral colored lip balm. If lips are your thing, add significant color or gloss to make them stand out and be noticed. Pair this outgoing lip with a neutral eye and you have diverted the attention to your best feature. If you have great skin, don't hide it with a heavy foundation or stifling powder. Let it breathe, glow and appear touchable by moisturizing it and heading out the door.

It's hard to say what is right or wrong when it comes to makeup but there are definitely better ways to apply products and more advanced techniques to create certain effects. It's easy to spot the no-no's because they tend to draw attention in a negative way rather than highlighting your features. Less is more when you look your best and feel comfortable and happy in your own skin at the same time.

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